



OLOYEDE VICTORIA

MARKETING SPECIALIST

Contact

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Email

ifeoluwaoloyede750@gmail.com

Social Handles

LinkedIn: OLOYEDE Victoria

X: Oloyede Victoria

Education

University of Ilorin, Nigeria — B.Sc. (Ed.)
Business and Marketing Education,
Department of Educational
Management.

2019 - 2024 | CGPA - 3.89

Skills

- Email Marketing (Klaviyo, Brevo)
- Social Media Management
- Content Creation & Copywriting
- Public Speaking & Presentation
- Marketing strategy and analytics
- Games promotion

Certifications

- B.Sc. (Ed.) Business and Marketing Education, University of Ilorin (2019–2024)
- Klaviyo Academy Certification – Email Marketing (2024)
- Brevo Certification – Email & CRM Marketing (2024)

About Me

I am Oloyede Ifeoluwa Victoria, a passionate Marketing Specialist and Educationist driven by impact, innovation and excellence. With proven expertise in email marketing, social media management and game promotion, I help brands grow and connect with their audiences in powerful ways. Beyond marketing, I carry the heart of an educator committed to inspiring minds, shaping knowledge and creating value wherever I go. My goal is simple: to add uncommon value, ignite growth, and leave every place I serve better than I met it.

Professional Experience

● 2023 - 2025

FHG Zero2max Agency

Marketing Manager

- Designed and executed email marketing campaigns with measurable results (65% open rate, 45% CTR).
- Promoted indie games on Steam, increasing visibility and wishlist counts. Titles include: Astral Wield, Velev, WildScript Nature, Merge Maestro, The Story Teller, PAC's Revenge.
- Managed social media campaigns across Twitter, BlueSky, LinkedIn, Instagram, and Threads to build engagement and community presence.
- Specialized in content creation, copywriting, and campaign optimization

● 2020 - 2023

Peaceland International College

Teacher

- Taught Secondary school students across Multiple business oriented subjects, commerce, economics, business studies, marketing. Both in-person and through online classes

References

Mr Fatoyinbo

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Mr ogunwale

Zero2max agency CEO
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